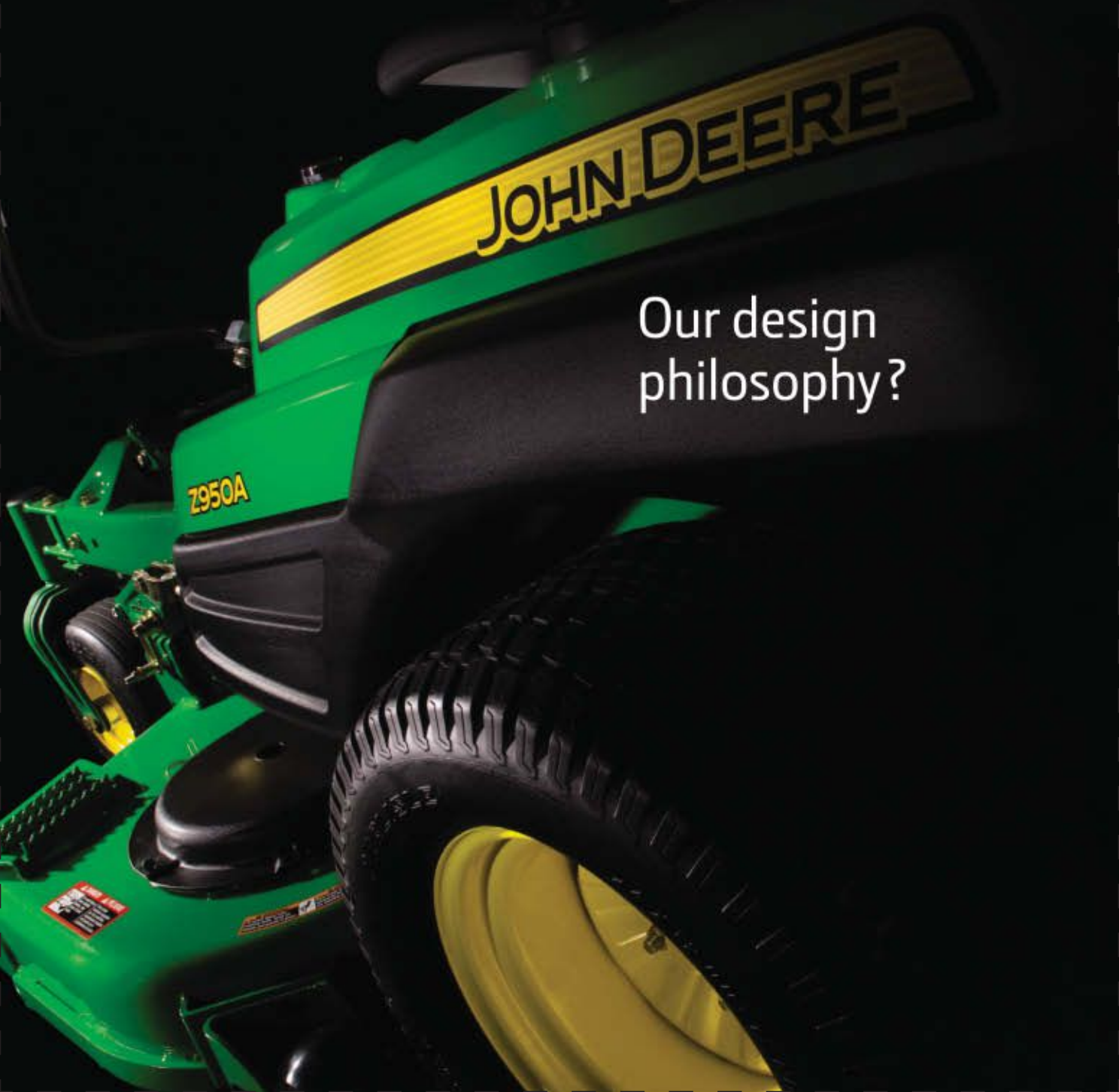


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In a downtown urban location, trees growing in a sidewalk planter box live about 15 years. Well cared for residential trees can live more than 100 years.

### Athletic Turf News

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### LD/B Solutions

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## Synthetic turf: Threat or opportunity?

**F**rom the state that gave us skateboards, the Beach Boys and many of the trends we associate with modern landscaping comes an outdoor living innovation that is figuring larger in our industry: Synthetic turf.

No, artificial turf wasn't invented in California and it's not manufactured there, but it has become one of the hottest landscape products in the Golden State as evidenced by the large number of fake grass suppliers at February's California Landscape Association Landscape Industry Show. The state's 37 million residents (about 12% of our nation's population), make it the largest landscape market in the U.S.

In California and elsewhere a decade ago, synthetic turf was being promoted as a niche landscape product, primarily for backyard putting greens, dog runs or areas within a landscape where it's difficult to maintain turfgrass. These remain popular uses for the product that's available in a surprising array of styles.

But the synthetic turf industry is now eyeing the millions of acres of lawns on residential and commercial properties, and and it's promoting its engineered, branded, poly products as an environmentally friendly alternative to turfgrass lawns. To that end, it's aggressively touting the "environmental" benefits of its products that require no watering, fertilization, pesticide use or mowing.

---

Synthetic turf is being promoted as an environmentally friendly alternative to real turfgrass lawns.

The industry also claims that synthetic turf reduces air pollution, decreases dust, and slows or prevents erosion — claims that most people in professional lawn services would say are exaggerated, if not suspect, at least compared to the research-backed environmental benefits of maintained, living turfgrass.

### From sports to home lawns

The point here isn't to debate the relative environmental or lifestyle benefits of turfgrass versus synthetic turf, but to identify a bonifide and growing landscape trend, especially if the acceptance of synthetic turf in home lawns follows what's happening in sports turf.

Synthetic turf erupted into the sports field market beginning in the mid-1960s, as professional and university teams across the country embraced it. Its popularity waned in the 1980s when turfgrass researchers, borrowing from golf, introduced to sports field builder innovations such as sand-based drainage systems and improved turfgrass cultivars.

Given up for dead by the late 1980s, one company in particular, FieldTurf, revived the industry with highly engineered synthetic turf product that looked more like turfgrass and provided superior playing characteristics than earlier versions of the product.

During the past decade the number of installations of synthetic turf sports fields installations, including conversions from turfgrass, have soared.

Yes, California's aggressive efforts to convince property owners to conserve water is boosting synthetic turf installations there. But there's more going on than that, including the fake grass industry's message that *fake grass remains green and requires less maintenance than real grass*.

Will that message resonate with property owners elsewhere in the U.S. where water isn't such a big issue? My guess is, yes.

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BY NICOLE  
WISNIEWSKI  
EDITOR-IN-CHIEF

# THE INNOVAT LAB

Industry visionaries discuss their latest lawn care solutions and how they are working overtime to empower landscape professionals to do more with less.



**D**URING TOUGH economic times, it's not unusual for companies to make cuts. But how company executives should do this isn't always spelled out. Should managers strip out service bells and whistles? Shave time on job sites? Lower sales force incentives? Reduce head count?

And what about product purchasing? When it comes to eliminating weeds, insects and diseases for client accounts, as well as feeding turf and ornamentals with nutrients or using growth regulators, a lawn care operator (LCO) can't just cut corners. Switching products to save money without doing enough research could lead to poor aesthetics and customer callbacks, which

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For product profiles, see page 19.

PROFILES

# ION

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increases labor costs — a lawn care business' largest expense.

LCOs have to do their homework and understand current trends when selecting the right products. As regulation and legislative challenges mount, in addition to the increasing cost to bring new products to market, manufacturers focus on innovation that meets the growing sustainability trend and LCOs' need for speed — and results.

It's called doing more with less, or more with the same. And driving efficiency can boost the health of clients' landscapes *and* the bottom line.

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THE BEST THING ANY OF US CAN DO IN THIS INDUSTRY IS BE VOCAL. MAKE SURE YOUR LOCAL LEGISLATORS KNOW WHO YOU ARE."

— JASON KUHLEMEIER,  
BAYER ENVIRONMENTAL SCIENCE



# SPEAK OUT

**L**egislation and regulation regarding pesticide product development and use will likely always be a threat to the Green Industry.

"The time for increased regulation is quickly approaching, which is why the turf industry is working hard to educate the public and get credit for our environmental stewardship efforts," explains Carrie Doza, marketing communications manager, Agrotain International, St. Louis. "Unfortunately, the trend is that well-intentioned, voluntary initiatives are turning into strict regulations. In Florida, for example, regulations are being written on a grassroots level — sometimes without the guidance of research or end-user expertise."

To prevent these restrictions from materializing, "it's up to us to defend ourselves and our business practices," says Bob York, senior marketing manager for BASF Professional Turf & Ornamentals, Research Triangle Park, NC.

"We need a unified voice to maximize our chance for success," agrees Jeff Novak, marketing manager at Agrium Advanced Technologies, Loveland, CO.

LCOs should start by touting turf's cosmetic and environmental positives. "We must make an uneducated public understand the true risks versus the reward of healthy turf that stops erosion, runoff and loss of topsoil, and provides oxygen just like trees do," suggests Russ Mitchell, product and marketing director, Quali-Pro/MANA, Raleigh, NC.

Jose Milan, head of strategy, Syn-genta Lawn & Garden, Greensboro, NC, sees the silver lining in the situation.

"I would say our industry has more opportunities than threats," he says. "We provide so much value from every perspective. For example, environmentally, plants are natural air filters; economically, they add to the value of our homes; and socially, green spaces increase our social well-being."

Doza recommends LCOs become involved at the local level.

"As you read your community newspaper, or get the latest local gossip when you stop for your morning cup of coffee, be aware of these types of grassroots groups, then do your best to educate the active participants," she advises. "As a lawn care professional, you are a proven steward of the land and have expansive knowledge regarding what is best for turf. These are the times to use your influence by participating in voluntary initiatives to ensure

future regulations include best management practices that you can utilize."

Ultimately, it's about being vocal — or as Jason Kuhlemeier, manager, insecticides, Research Triangle Park, NC's Bayer Environmental Science, calls it, "being seen and heard." He suggests LCOs try sending short, well-written notes to local legislators: "Make sure they know about you and your business."

Doug Houseworth, manager of technical support, Arysta LifeScience Turf & Ornamentals, Cary, NC, concurs. "You have to be willing to state your case," he says. "If you're not, then you're toast in this industry."

"And if you need access to university research or other industry facts, contact your local distributor for tools to help you further your cause and save your livelihood," Doza adds.

Finally, proper product use is crucial.

"The best thing LCOs can do to protect their access to these tools is to continue to steward them carefully by reading and following label directions," says Brian Rund, director, branding and marketing services, Nufarm Americas, Burr Ridge, IL. "Take advantage of the resources available. The face of the industry is the person in the field, so it's key we do as much as we can to make those points of contact as professional and responsible as possible." — *NW*



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## COVER STORY

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### Efficient business = good business

Today, LCOs deal with rising fuel, material and labor costs — all of which dip into profits.

“Plus, the recession means their customers are eliminating services to accommodate their own shrinking budgets,” says Jeff Novak, marketing manager at Agrium Advanced Technologies, Loveland, CO. “But by using products that require fewer applications and deliver nutrients and pesticides gradually and consistently over a longer period of time, landscapers can realize cost and time savings.”

As a result, pesticide and fertilizer manufacturers are working “to strike a balance between minimal chemical impact on the environment with maximum effect on the

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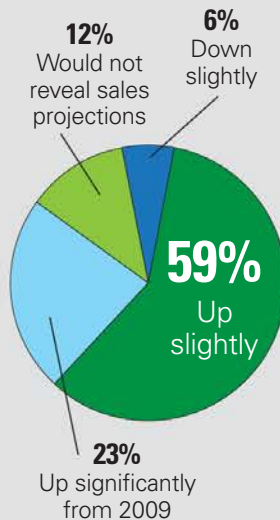
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— KERRY OVERTON, MONSANTO

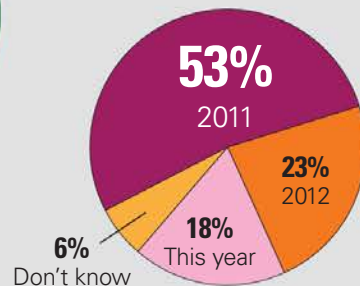


## POSITIVE THINKING

What's your crystal ball read for your 2010 sales?



In your opinion, when will the economy rebound?



Eighty-two percent of pesticide and fertilizer manufacturers report good news in the form of increasing sales this year: In fact, 23% say numbers will be up significantly over 2009. These positive P&L predictions are probably why more than half of manufacturers say the economic rebound will happen next year, while another 18% feel confident saying it will bounce back this year. — *NW*

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target pest while meeting the needs of key customers,” says Bob York, senior marketing manager for BASF Professional Turf & Ornamentals, Research Triangle Park, NC. “This is just good business.”

There are many factors driving this trend:

**1 Regulation requirements.** “The regulatory environment, as well as the economy, has most manufacturers looking at ways to maximize the value proposition for the end-user — while making the most efficient use of the active ingredients,” explains Roger Storey, vice president, turf and ornamental business, SePRO Corp., Carmel, IN.

**2 Environmental concerns.** This is often the root cause behind the deregistration of high-use, low-cost compounds that LCOs have used for decades, points out Adam Manwarren, turf and ornamental product manager for FMC Professional Solutions, Philadelphia. This is driving replacement products that embrace lower use rates.

**3 Improved technologies.** Manufacturers better understand the synergistic affects of various active ingredients today. While LCOs have historically tank-mixed products on their own, manufacturers are now combining just the right amounts of various combinations and selling these

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## WANTS AND NEEDS

If you could convince the powers that be to support your team with just one of these, which would it be?



Between wanting the additional marketing dollars to promote existing and new products and the extra sales reps to sell them, pesticide and fertilizer manufacturers were torn. An equal number (41%) chose each as the one thing they'd request more of if they could pick one. — NW



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*continued from page 12*

new products at a cheaper rate than buying the two products on their own. "Sure, anyone can read two labels, put them in a tank together and go," Manwarren says. "But it's quite another thing to come up with a combination of two existing actives in just the right ratio that reduces the total active ingredient and takes care of multiple problems at the same time. If it's one plus one equals two, that isn't so special. But if we can make one plus one equal three, then we're creating something different and innovative."

**4 More IPM.** Manwarren points out the use of integrated pest management (IPM), the practice of avoiding blanket applications in favor of scouting for problem pests and then treating only those areas, is also teaching LCOs they can cut back their product use rates and get similar results in the landscape.

The ultimate goal is efficiency and efficacy. As Jose Milan, head of strategy for Syngenta Lawn & Garden, Greensboro, NC, explains, "it's about providing value-driven solutions."

### Under pressure

During the eight years under President George W. Bush's watch, the pesticide industry didn't see much drama on the regulation and legislation fronts.

But the situation "is going to get worse: The Obama administration has all but said so," says Mike Bandy, technical/regulatory manager, turf products, The Andersons, Maumee, OH. "Their strategy seems to be focused on making it harder and harder for people to use our products. There's not a lot of recognition of the values we provide."

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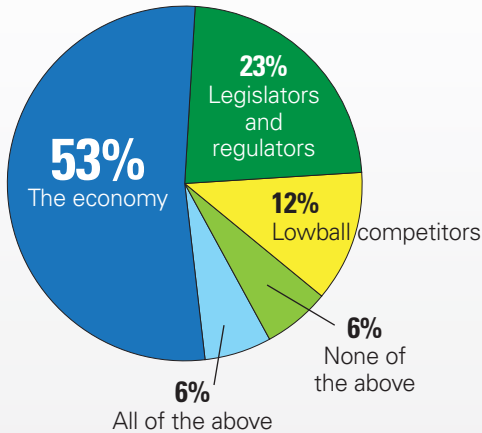
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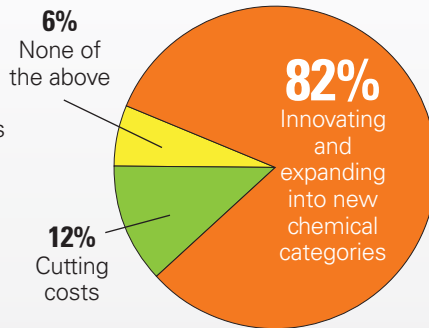
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# BUSINESS BARRIERS AND BREAKS

## What is your biggest business obstacle?



## What's your top business opportunity?



More than half of lawn care pesticide and fertilizer manufacturers pointed to the economy as their largest business obstacle this year.

One of the key reasons is price. Product price competition has been driven by economic challenges, points out Jason Kuhlemeier, manager, insecticides, Bayer Environmental Science, Research Triangle Park, NC.

Manufacturers are competing in this challenging environment through continued product advancements. An overwhelming majority (82%) point to innovating and expanding into new chemical categories as their biggest business opportunity this year. — NW

*continued from page 14*

The trend troubles pesticide manufacturers, who listed it as their second-biggest business obstacle after the economy in a recent *Landscape Management* survey.

“People have become accustomed to living in a pristine, clean, healthy environment,” Milan says. “They don’t realize that to maintain these environments, they need the products and services Green Industry companies provide. They get misinformation on the issues, and they vote based on their emotions versus knowledge or science.”

Increased concerns about protecting water from runoff and leaching have prompted government officials to pay closer attention to the Green Industry, Novak explains.

“Most of the scrutiny is not founded on science, but lawn care professionals face new regulations that restrict the type, application timing and amount of chemicals that can be used to maintain green, healthy turf and plants,” he says.

What will solve the problem? Many suppliers, like Mark Urbanowski, senior marketing specialist, turf, ornamental and technical products, Dow AgroSciences, Indianapolis, point to “sound regulations based on sound science.”

“Certainly, there will continue to be pressure on all segments of the industry,” says Brian Rund, director, branding and marketing services, Nufarm Americas, Burr Ridge, IL, “but we’re confident that good science — often generated by several parties working together — will prevail.”

View an interactive demo at [www.rainbird.com/WR2](http://www.rainbird.com/WR2)



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**The NEW Rain Bird® WR2 Wireless Rain Sensor: fast, one-person installation.**

You don’t have to be a wizard to save time and labor costs. The Rain Bird® WR2 Wireless Rain Sensor has a versatile mounting bracket, signal strength indicators on both sensor and controller interface and intuitive programming. Cutting installation time in half with a wireless rain sensor that stacks the deck in your favor. That’s The Intelligent Use of Water.™



# WE GROW GREAT GRASS YOUR LAWNS NEVER HAD IT SO GREEN.



Give your customers the lush color and durability they're looking for—without applying synthetic chemicals, manures, chicken waste or bio-solids. Available in bulk, our granular **Converted Organics™ 8-1-4** formula is proven to be more effective than other organic and synthetic fertilizers, yet it's 100% safe for children, pets and wildlife. And because our manufacturing process is eco-friendly, **Converted Organics™** fertilizers are helping reduce greenhouse gases too.

## Want to learn more?

For a free product sample and lab analysis that shows the micro-nutrient package of **Converted Organics™ 8-1-4**, visit [www.convertedorganics.com/lawn](http://www.convertedorganics.com/lawn) or call 877-665-0444.



# LAWN CARE INNOVATOR PROFILES

Need to do more with less? Try one of these formulations. Suppliers share how they work and provide a few words from the real experts — the people who actually use the products in the field.

View an interactive demo at [www.rainbird.com/WR2](http://www.rainbird.com/WR2)



Changing your fortune by changing your wireless rain sensor.

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The NEW Rain Bird® WR2 Wireless Rain Sensor saves precious water. This revolutionary wireless rain sensor has programmable rainfall set points and a Quick Shut-Off feature that saves up to 35% on water usage. A reliable sensor signal transmits weather data to actively manage the controller's irrigation schedule. Producing lush, beautiful landscapes while conserving water. That's The Intelligent Use of Water.™

## AGRIUM ADVANCED TECHNOLOGIES

**HEADQUARTERS:** Loveland, CO

**TOP BRANDS:**

1. Spread it & Forget it (fertilizer/pesticide combination)
2. Precise

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE**

**FORMULATION AND HOW IT WORKS:** Spread it & Forget it allows users to apply up to 40% less nitrogen per year. This new controlled-release fertilizer, available with preemergent herbicides for crabgrass control, gradually feeds lawns and professional turf for six months or more with just one application. By combining season-long fertilizer with preemergent crabgrass control, the added efficiency leads to saved time and money, or essentially to doing more with less.

**WHAT LCOs ARE SAYING:** "With just one application in the spring, the turf still looks beautiful after all these months. Doing one application of Spread it & Forget it would help me save 50% to 60% on labor, fuel, products and everything. Plus, one application is better for the environment — there is less leaching into the soil with this product." — Don McCauley, owner, Don McCauley Landscape Design



more profiles, page 21



# HELLO HUSTLER

---

# GOODBYE REGRET

Seriously. Go ride any of our competitors' mowers and then visit your local Hustler dealer for a demonstration on a Hustler zero-turn mower. They sell themselves. And you end up with a beautiful lawn, minimal maintenance and no regrets.



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**HUSTLER** 







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## AGROTAIN INTERNATIONAL

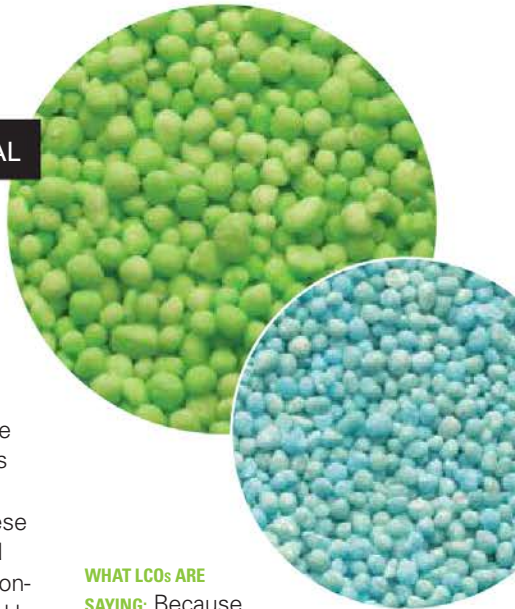
**HEADQUARTERS:** St. Louis

**TOP BRANDS:**

1. UMAXX fertilizer
2. UFLEXX fertilizer
3. HYDREXX fertilizer

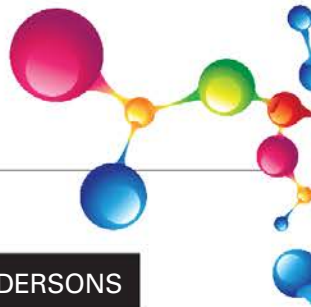
**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** The key ingredient in each of Agrotain's enhanced efficiency fertilizers is stabilized nitrogen technology. These products — UMAXX, UFLEXX and HYDREXX — provide turf professionals with maximum nitrogen control by delivering a long-lasting, consistent source of nitrogen to plants in a variety of soil temperatures, and with minimal escape into the air or groundwater. Because stabilized nitrogen doesn't rely on microbial activity for nitrogen availability, cold soil temperatures have little effect on the efficiency of stabilized nitrogen products. The applied product is available to the plant as soon as watering — either through rainfall or irrigation — takes place, and what the plant doesn't immediately use will be held onto the soil colloid as a reserve for future use.



**WHAT LCOs ARE**

**SAYING:** Because UMAXX performs for Mike Immel, a lawn care operator in Wisconsin, for 12 to 16 weeks, he can space his applications farther apart. "I can get the same results in four or five trips that others get in six," he says. "That equates time savings for me, cost savings for the customer and, environmentally, I'm not burning as much gas to get the same results."



## THE ANDERSONS

**HEADQUARTERS:** Maumee, OH

**TOP BRANDS:**

1. The Andersons
2. DG Pro
3. GrubOut insecticide

**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** GrubOut insecticide is The Andersons' version of imidacloprid. Its multiple use rates allow the targeting of specific insects.



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**The NEW Rain Bird® WR2 Wireless Rain Sensor increases revenue and productivity.**

Every feature of this new wireless rain sensor helps you make more money. Whether a system upgrade or a new installation, the Rain Bird WR2 saves labor, provides new revenue opportunities and enhances your image as a water management expert. Staking your reputation — and your fortune — on a product that delivers every time. That's The Intelligent Use of Water.™

**RAIN BIRD**

more profiles, page 23

“In **this** neighborhood,  
**PERFECTION**  
is the only acceptable  
**RESULT.**

That’s why I use  
**4-Speed™ XT.”**

Eric Larson, Green Systems Turf Management  
Site: Astor’s Mansion  
Newport, Rhode Island

With contracts for many of the world’s most famous mansions, Eric Larson faces customer expectations that are as high as the real estate prices. So when ground ivy, clover and other tough weeds started showing up, he turned to 4-Speed XT. Its combination of four active ingredients makes weeds ‘Deader. Faster.’ For more on 4-Speed herbicide brands, and more of Eric Larson’s story, go to [www.nufarm.com/us](http://www.nufarm.com/us).

**Better Choices. Better Business.**

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[www.nufarm.com/us](http://www.nufarm.com/us)

continued from page 21

## ARYSTA LIFESCIENCE

**HEADQUARTERS:** Cary, NC

**TOP BRANDS:**

1. Disarm fungicide
2. Aloft insecticide
3. Endorse fungicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

The Disarm Complete Control System gives LCOs all the options they need to solve every disease control problem. Disarm, Disarm C, Disarm G and Disarm M fungicides provide premier strobilurin disease control performance and value throughout the entire season. Each is specifically tailored to climate region, disease history and turfgrass variety. Alone,



in chlorothalonil-based or demethylation inhibitor (DMI)-based pre-mixes, the Disarm Complete Control System allows you to choose your application — giving you complete control.



## BASF PROFESSIONAL TURF & ORNAMENTALS



**HEADQUARTERS:** Research Triangle Park, NC

**TOP BRANDS:**

1. Onetime herbicide
2. Drive XLR8 herbicide
3. FreeHand 1.75G herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION**

**AND HOW IT WORKS:** Onetime herbicide contains three active ingredients (quinclorac, MCP-P and dicamba), allowing users to target both grassy weeds like crabgrass and broadleaf weeds such as spurge

with one application. Onetime contains the new liquid formulation of quinclorac, which is also found in Drive XLR8. This formulation is better and faster absorbed into the target plant versus other quinclorac-based products. The formulation ensures that the active ingredient reaches its intended target.

**WHAT LCOs ARE SAYING:** "We really got tired of spraying postemergent products and wanted something with more longevity. My last application of FreeHand 1.75G was in the fall — and we're just now starting to see a few weeds pop up, five months later. I don't have to go back and re-treat each month. In our business, that means a lot." — Mike McDowell, president, Acme Turf Control, Concord, NC

more profiles, page 25

## BETTER RESULTS



## 4-Speed™ XT Saves Contracts

**APPLICATION RATE:**

1.3 oz/1,000 sf of 4-Speed XT plus spreader-sticker (1 oz/gallon finished spray)

**APPLICATION EQUIPMENT:**

LT Rich Z-Sprayer, 1/3 gal spray tips

**TIMING:**

July 13, 2009

**SUMMARY:**

"This was not ideal herbicide application timing for ground ivy control, but we still had great results on it and all the other weeds on the 4-Speed XT label. As a result, we saved several contracts. We'll be using a lot more 4-Speed XT and other Nufarm products in the future."

# 4-SPEED™ XT

**Better Choices.  
Better Business.**



[www.nufarm.com/us](http://www.nufarm.com/us)

Nufarm Turf & Ornamentals: 800-345-3330

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Product ID	Replaces O.E.M. #'s	Length	Center Hole	Width	Thickness	Price Each	Price 12+	Quantity/Fits
<b>SC21</b> 	<ul style="list-style-type: none"> <li>•48111</li> <li>•482879</li> <li>•481708</li> </ul>	21"	5/8"	2 1/2"	.204	<b>9.60</b>	<b>9.00</b>	(3) Blades for a 61" Cut. All blades Sold Individually


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Product ID	Replaces O.E.M. #'s	Length	Center Hole	Width	Thickness	Price 10+	Price 50+	Price 200+	Quantity/Fits
<b>EBU8</b> 	<ul style="list-style-type: none"> <li>•840084</li> <li>•216062</li> <li>•4133-713-4101</li> <li>•720-237-001</li> <li>•613223</li> </ul>	7 11/16"	1"	2"	.125	<b>1.85</b>	<b>1.60</b>	<b>1.35</b>	Fits Maruyama, Ryobi, Green Machine, Echo, Shindaiwa, and Stihl. Long lasting heat treated.


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Product ID	Replaces O.E.M. #'s	Thread	O.D.	Height	Micron	Price Each	Price 12+	Price 36+	Quantity/Fits
<b>KA71</b> 	<ul style="list-style-type: none"> <li>•49065-2078</li> <li>•49065-2062</li> <li>•49065-2071</li> <li>•49065-2057</li> </ul> And Others	3/4" 16	2 11/16"	2 7/8"	25	<b>5.60</b>	<b>4.35</b>	<b>3.35</b>	Oil Filter fits Gravely, John Deere, Kawasaki, Onan, Snapper, Tecumseh, Toro, and Woods.

**Trimmer Line** FREE\* shipping on Orders of \$250 or more \*excludes oil and blade grinders

Product ID	Line Size/Diameter	Roll Size	Approx ft/roll	Color	Price Each	Price 3+	Price 12+	Description
<b>TL5095</b> 	.095	5 Lb	1400	Red	<b>39.99</b>	<b>37.99</b>	<b>33.99</b>	Premium Co-Polymer Trimer Line. Prevents 'fraying and welding'. Made in the USA. Round, Diamond and Inner Core line available at <a href="http://mowmore.com">mowmore.com</a>

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Product ID	Replaces O.E.M. #'s	Length	Width	Height	Inner Filter	Price Each	Price 10+	Description
<b>KO9583</b> 	<ul style="list-style-type: none"> <li>•25-083-01</li> <li>•11013-7020</li> <li>•841497</li> <li>•103-1327</li> </ul> And Others	4"	2 13/32"	10 1/2"	Required Sold Separately	<b>14.50</b>	<b>12.99</b>	Canister style Filter fits Kohler Kawasaki, Gravely, Briggs & Stratton, Exmark, Fleetgard, Generac, Hustler, Toro

**1-800-866-9667** Order online [www.mowmore.com](http://www.mowmore.com)

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## BAYER ENVIRONMENTAL SCIENCE

**HEADQUARTERS:** Research Triangle Park, NC

**TOP BRANDS:**

1. Merit insecticide
2. TopChoice insecticide
3. Armada fungicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE**

**FORMULATION AND HOW IT WORKS:** New Celsius postemergent herbicide is safe for use year-round on warm-season turf types (St. Augustinegrass, centipede-grass, Bermudagrass and zoysia-

grass). It provides exceptional control of troublesome broadleaf and grassy weeds, application convenience, flexibility and long residual even at the highest temperatures without fear of phytotoxicity. Celsius, which features dicamba along with two new active ingredients — iodosulfuron-methyl-sodium and thiencazzone-methyl — has shown specific benefits in terms of broad-spectrum control for more than 150 weeds.

# Celsius™

**WHAT LCOs ARE SAYING:** "Celsius fills a void, timing-wise: A large portion of our more problematic weeds come in the middle of summertime when heat is an issue, and unfortunately with our product lines in the past, we've been unable to spray or are forced to do so at the risk of damaging turf. With Celsius, I've been able to confidently use it on any turf type without any damage." — *Chad Stilley, The Greenery, Charleston, SC*

## CIVITAS

**HEADQUARTERS:** Mississauga, Ontario, Canada

**TOP BRANDS:**

1. Civitas fungicide (for use on golf courses)
2. Clear Choice selective herbicide
3. Pure Spray Green organic spray oil



**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** Civitas fungicide is not a chemical fungicide. It's a plant defense activator. It works by turning off the natural defenses of the plant to resist fungus attack. Technically speaking, its synthetic isoparaffin-based formulation triggers Induced Systemic Resistance (ISR) in the grass to defend against fungus attack. Because the fungus can't gain a foothold on the grass, it dies off. Civitas works well on its own, but combining it with other products can lead to up to a 60% reduction in fertilizer use.

**WHAT LCOs ARE SAYING:** "Civitas turns on the natural fungus-preventing defenses of the turfgrass, making it a powerful alternative to the traditional chemicals in your IPM Strategy."

## DOW AGROSCIENCES

**HEADQUARTERS:** Indianapolis

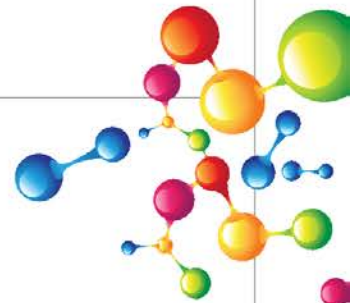
**TOP BRANDS:**

1. Dimension herbicide
2. Gallery herbicide
3. LockUp herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW**

**IT WORKS:** Compared with other granular herbicides, LockUp demonstrates superior efficacy at extremely low use rates — .02 to .06 lbs. of active ingredient per acre — which helps decrease the overall pesticide load in the environment. LockUp is effective on dollarweed in the South and white clover in the North. It is available from a number of formulators on fertilizer. It is registered under the Reduced Risk Pesticide Initiative of the U.S. Environmental Protection Agency, so it has an excellent environmental profile.

**WHAT LCOs ARE SAYING:** "We use Gallery because it is easy to apply and mix with Dimension Ultra 40WP, especially when we are doing an entire ornamental bed preemergent. Overall, we're getting phenomenal control with Gallery on everyday broadleaf weeds, especially dandelion and clover. We've found that it has saved us a tremendous amount of labor — not having to pull weeds through the summertime. We get season-long control from both products." — *Chris Conner, Basnight Land and Lawn, Chesapeake, VA*



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**FMC PROFESSIONAL SOLUTIONS**

**HEADQUARTERS:** Philadelphia

**TOP BRANDS:**

1. Talstar insecticide
2. Dismiss herbicide
3. Solitare herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Dual-action Solitare herbicide features a patent-pending, optimized combination of sulfentrazone and quinclorac that combats postemergent weeds from the foliage down and the root up. Labeled for the control or suppression of more than 60 weeds, Solitare provides fast, visible results, with symptoms appearing just a few days after treatment.

**WHAT LCOs ARE SAYING:** "With Solitare, you could put an application down Friday afternoon and the customer is seeing it work no later than Monday. It saves us quite a bit on callbacks because they see the results." — *Mark Schlossberg, president, ProLawnPlus, Baltimore*

**LEBANONTURF**

**HEADQUARTERS:** Lebanon, PA

**TOP BRANDS:**

1. Proscape
2. Lebanon Pro
3. Roots



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Green-Smart Technology is a catalyst that improves fertilizer efficiency, increases root growth and produces healthier turf with fewer inputs. It can reduce fertilizer use by 25%, lowering product and labor costs. Green-Smart also promotes greater plant uptake and holds more nutrients in the root zone — promoting higher-quality, better-performing plants.

**WHAT LCOs ARE SAYING:** "As we continue to see greater regulatory pressures, products that produce the same effects with less applied nitrogen make a lot of sense, and will play an increasingly important role. Plant color is also comparable or better with fertilizers enhanced with this type of technology, and that's very important to customers. People want green grass and no weeds. If we can provide that from a cost-savings and environmental standpoint, that's good for our customers and good for our business." — *John Buechner, director of technical services, Lawn Doctor, Holmdel, NJ*



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\*\*\*\*\* Mike Immel  
Mike's Total Lawn Care  
Fon du Lac, WI



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*more profiles, page 28*

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GOLF



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NURSERY



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## THE HOTTEST SHOW ON THE WEED CONTROL ROAD JUST GOT EVEN LOUDER.

Only a superstar rolls like this, and you're about to get a backstage pass to the hottest tour on the road. It's the Rock the Weeds Tour featuring Dimension<sup>®</sup> specialty herbicide, the No. 1 preemergence herbicide brand in the lawn and landscape markets.<sup>1</sup> Dimension is cranking up the volume on tough weeds like crabgrass, creeping woodsorrel, bittercress and many other grassy and broadleaf weeds. And its nonstaining formulation rocks all season long and delivers outstanding early postemergence control on crabgrass. On this tour, there are no groupies or wannabes. It's brought to you by the company that delivers only proven solutions — Dow AgroSciences. [www.DowProvesIt.com](http://www.DowProvesIt.com)

<sup>1</sup>2008 Specialty Product Consultants. <sup>®</sup>Dimension is a trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products apply. Consult the label before purchase or use for full details. Always read and follow label directions. <sup>®</sup>The swinging golfer logo is a registered trademark of PGA TOUR, Inc. ©2010 Dow AgroSciences LLC T38-813-002 (12/09) BR 010-60661 DATOTURF9075

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P R O V E N   S O L U T I O N S

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**MONSANTO**

**HEADQUARTERS:** St. Louis

**TOP BRANDS:**

1. Roundup ProMax
2. QuikPro herbicide
3. Certainty Turf herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:** Roundup ProMax is Monsanto's newest formulation. It's more concentrated and delivers more consistent performance as compared to Roundup Pro. The unique surfactant system allows the herbicide

to penetrate weed leaf surfaces faster, which means customers can count on Roundup ProMax being rainfast in 30 minutes — half the time of Roundup Pro. And because Roundup ProMax is more concentrated, a 1.67-gal. jug treats the same area as a 2.5-gal. jug of Roundup Pro. The smaller jug reduces plastic and corrugated waste by more than 33%.

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**NUFARM AMERICAS**

**HEADQUARTERS:** Burr Ridge, IL

**TOP 3 BRANDS:**

1. 4-Speed XT herbicide
2. Quincept herbicide
3. Escalade herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:** With 4-Speed XT, Nufarm has taken the proven performance of players like tri-clopyr, 2,4-D and dicamba, and added the speed of pyraflufen. The result is an herbicide that is gentle to grass, but absolutely hammers broadleaf weeds — and does it fast. Users will often see results in 24 hours. That's a benefit for LCOs, who can spray the lawn knowing that in a day or two their customers will see visible results.

**WHAT LCOs ARE SAYING:** "We used 1.3 oz. per 1,000 sq. ft. of 4-Speed XT with a spreader-sticker applied with an LT Rich Z-Sprayer. We made the first applications in mid-July, and within just a day, we started seeing results. As a result, we saved several contracts."  
— Eric Larson, Green Systems Turf Management, Portsmouth, RI

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WHAT DO LEAF-FEEDING CATERpillARS THINK ABOUT  
PROVAUNT®? GOOD LUCK FINDING ONE TO ASK.

## Advanced chemistry that leaves caterpillars speechless.

DuPont™ Provaunt® insecticide has earned high praise for its outstanding performance against turf and ornamental pests, including gypsy moth caterpillars and tent caterpillars. Even with its low application rates, Provaunt® is the ideal choice for protection of oaks, crabapples, flowering cherries and a wide range of additional trees and shrubs. What's more, the active ingredient in Provaunt® has a favorable environmental profile. Learn more by calling 1-888-6DuPont (1-888-638-7668) or by visiting us at [proproducts.dupont.com](http://proproducts.dupont.com).

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DuPont Professional Products



*The miracles of science™*

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**QUALI-PRO/MANA**

**HEADQUARTERS:** Raleigh, NC

**TOP BRANDS:**

Quali-Pro herbicides, fungicides, insecticides



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

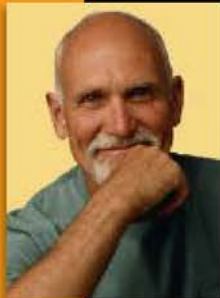
Quali-Pro's proven, high-quality formulations of preemergent herbicides offer, according to the manufacturer, the easiest handling, best mixing and most user-friendly packaging in the market. Its broad portfolio of post-patent products

provides virtually everything LCOs need in herbicides, insecticides and fungicides, as well as turf growth regulators.

**WHAT LCOs ARE SAYING:** "It was Quali-Pro's formulation quality that got our attention. Sure, they save us some money, but what got me was the better formulation. Quali-Pro products mix well and do a great job. That's what I want." — Sam Lang, president, Fairway Green, Raleigh, NC



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**SEPRO**

**HEADQUARTERS:** Carmel, IN

**TOP BRANDS:**

1. Cutless granular landscape growth regulator
2. Legacy turf growth regulator
3. Octane herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Cutless Granular is a systemic plant growth regulator that slows shoot growth of hedges, shrubs and groundcovers in landscaped areas. Plants treated with Cutless Granular will require less trimming and will have a more compact growth form. Landscape contractors are able to save direct labor costs and then reallocate that labor to other jobs, which will improve their profitability. SePRO provides a cost-savings calculator at [www.sepro.com](http://www.sepro.com) that landscapers can use to determine the savings for their situation (typically, 40% to 60% savings). In addition to improving profitability, Cutless Granular provides sustainable benefits, including improved plant health/appearance and reductions in irrigation, fuel, emissions and plant material sent to landfills.

**WHAT LCOs ARE SAYING:** "Cutless G is an effective, dependable management solution with superior performance. This technology not only provides substantial cost efficiency, it also promotes significant plant vigor and performance. It is truly a product that has revolutionized our industry." — Deborah Gedeon, horticulturist, Botanically Correct, Naples, FL





## SYNGENTA PROFESSIONAL PRODUCTS

HEADQUARTERS:  
Greensboro, NC

### TOP BRANDS:

1. Barricade herbicide
2. Heritage fungicide
3. Banner fungicide

### LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:

Barricade offers low-rate, solid, season-long control of crabgrass, Poa annua and other grassy and broadleaf weeds. It helps gain efficiency without sacrificing efficacy.

**WHAT LCOs ARE SAYING:** "My applicators have a lot faith in Barricade because of the length of control. Barricade is not the cheapest product on the market, but on a per-acre basis, it's well worth the price. I know what works and what doesn't work. Barricade works. You can compare one of my lawns to those of my competitors, and there's a difference. My lawns are weed-free." — *Randy Hahn, Twin Lawn, East Lansing, MI*

## VALENT PROFESSIONAL PRODUCTS

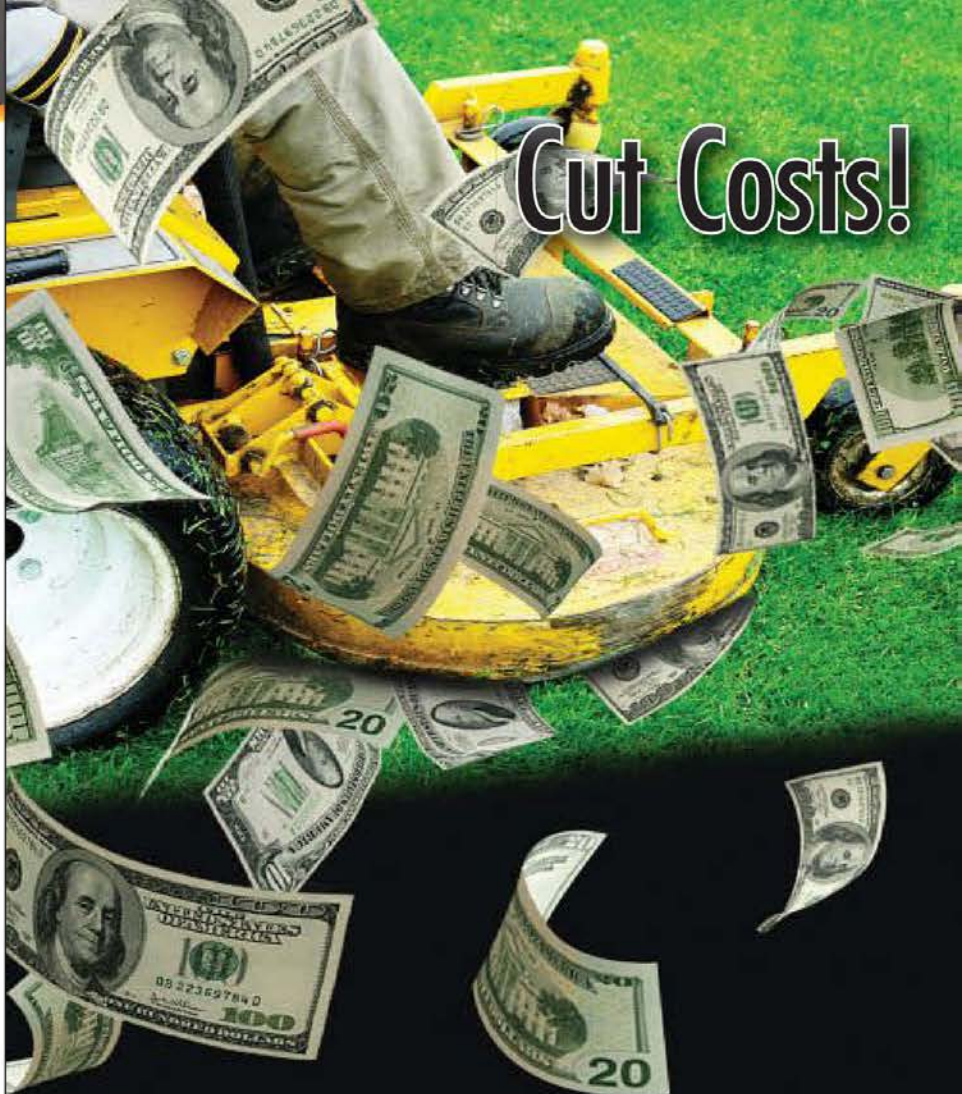
HEADQUARTERS: Walnut Creek, CA

### TOP BRANDS:

1. Safari insecticide
2. Arena insecticide
3. BroadStar herbicide/SureGuard herbicide

### LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:

SureGuard provides LCOs with long-lasting preemergent control of annual grassy and broadleaf weeds. It's a sprayable formulation with flumioxazin that provides extended residual weed control and enhances the speed of control and knockdown performance of glyphosate — even on glyphosate-resistant weeds. **LMI**



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# THE BENCHMARK

KEVIN KEHOE

The author is the owner-manager of 3PG Consulting. Contact him at kkehoe@earthlink.net.

## 4 steps to a sales-driven operation

**M**aking a profit today relies on your ability to sell. In the old days, the key to profit was production management. Sales were easier to come by: You answered the phone and delivered a proposal. If we're honest, we would admit we were not really great salespeople; we were just great gatherers.

Today, the customers make the rules — and we must learn to become hunters to survive. Hunting requires specific skills and systems many of us have yet to develop. Reviewing the key ones here may help the development process.

### 1 Price competitively

With lots of contractors chasing work, gross margins are predictably falling. This will continue, and when the economy recovers, it will only marginally recover. Stop target fixating on the gross profit margin percentage when bidding, and instead focus on accumulating total gross profit dollars.

Table 1 provides an example of the revenue impact of this necessary strategy. The skill we need to develop is the ability to sell more and use pricing to be more successful in closing. In a hunting environment,

bringing home enough meat is more important than having it all be prime cut.

### 2 Be proactive

Distinguish yourself by getting to the customer first and getting back to them quickly. There is no way around this. Get more active.

Someone in your business must sell full-time. You need to relieve them out of measuring, estimating and pricing duties so they can focus on lead generation and closing activities. Salespeople

TABLE 2: SALES BY MARKET SEGMENT

Sales/Salesman	2007	2009
Grounds maintenance	\$500,000	\$1,400,000
Design/build	\$1,000,000	\$2,400,000
Bid build	\$3,000,000	\$5,500,000

glued to computers can reduce selling time by 40% to 60%. Consider this: A sales person may cost you \$60,000 per year; 60% of their time is \$36,000. You can hire data entry staff for less than that. When game is scarce, you have to hunt longer and harder.

### 3 Set higher sales goals

The top industry salespeople sell a lot more than average salespeople. Yes, they have a competitive price and staff support, but they do it because they are expected to do it. See Table 2 for the top earnings by salespeople per market segment.

Most salespeople simply achieve what is expected, if that. By setting higher goals for leads, bids and closes — and then tracking and measuring these weekly — a salesperson can increase his or her performance significantly.

Most limitations are self-imposed. We must challenge our sales teams to achieve more. Good hunters do not hunt for subsistence only; they go for as much as they can kill and build surplus.

### 4 Simplify your proposition

Salespeople must be able to state in 50 words or less the answer to this question: "Why should I hire you? You are more expensive than the other guy."

Justifying any pricing premium requires a firm grasp of the customer's deepest concerns, the benefits they seek, and your product/service features that deliver the goods.

Remember, customers don't want the lowest price; they want the best value. Hunt where this idea is appreciated, and leave the rest to the low-price guys.

TABLE 1: REVENUE IMPACT

Gross profit dollars needed	Gross profit margin	Revenue dollars needed
\$500,000	50%	\$1,000,000
\$500,000	40%	\$1,250,000
<i>Difference</i>		25%

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Things are looking up in the weed business. **Tom Mauer**, president and owner of two Springfield, MA-based Weed Man franchises is expecting a year of growth. “Our payments are ahead of last year, and it appears customers are making the commitment to get caught up on some of the services they might have skipped last year.” Mauer discusses changes in the industry and how he deals with a fluctuating economy.

**Tom Mauer, tell us when, how and why you got involved with the lawn care industry.**

“I fell in love with the Green Industry when I was a little kid following my grandfather around in his gardens and greenhouse. I grew up working in the soil, and when it came time to make a decision about college, it seemed a natural fit for me to start off in the direction of landscaping and lawns.”

**New England is one of the most ecologically conscious regions of the country. How does your company meet the environmental expectations of your clients?** “It comes down to communication of what we’re doing on the lawn and to the recommendations we make for each customer. We try to let the customer know there is no standard fit that works on every lawn. Our goal is to work with the customer with a ‘big-picture’ approach that will include nutrients, control applications, cultural practices and improvements like core aeration that help to improve

the lawn and soil ecology. And educating the customer on issues like water needs and promoting best practices validates our commitment to protecting our green spaces.”

**How to you respond to customers who ask for organic or natural lawn care?** “We’ll ask them ‘What is it exactly that you’re looking for? Do you mean organic fertilizer? Or do you mean you don’t want pesticides?’ And oftentimes, they will respond, ‘Yes, I don’t want pesticides.’ Or they will say, ‘Give me a program without pesticides unless I want you to spray the weeds, then I’ll let you know.’ We can work with that.”

**How would you describe selling to and serving today’s customers versus customers of 10 years ago?** “Tactically, the selling process has changed because of the do-not-call legislation. But

selling to the customer is really still the same. For the most part, they want a ‘green, weed-free lawn.’ Making a sale means educating the customer about the value of their lawn or green space, and helping them to understand there is no way to guarantee a totally ‘weed-free lawn,’ but we will work with them to improve their lawn and soil’s health. And when there are problems, we’re the professionals who will be there to take care of it.”

**What do you feel it’s going to take for the lawn care industry to see the kind of growth it experienced in the years prior to this recent recession?**

“We need to educate consumers on the value of lawns and landscapes to the environment. Customers buy lawn care because they want their lawns to look nice, and possibly because it’s an expectation a lawn should look nice

## AT A GLANCE

**COMPANY:** Weed Man, Springfield, MA

**FOUNDED:** 2001

**TITLE:** President/Owner

**NUMBER OF LOCATIONS:** two franchise locations

**EMPLOYEES:** 15

**INDUSTRY INVOLVEMENT:**

Started in landscape and lawn care business in 1977, former member of PLCAA, current chairman of the PLANET Lawn Care Specialty Group, board member and immediate past president of Massachusetts Association of Lawn Care Professionals.

**PERSONAL HIGHLIGHTS & HOBBIES:**

“I love to be outdoors and to spend time with my family camping, hiking, biking and kayaking.”

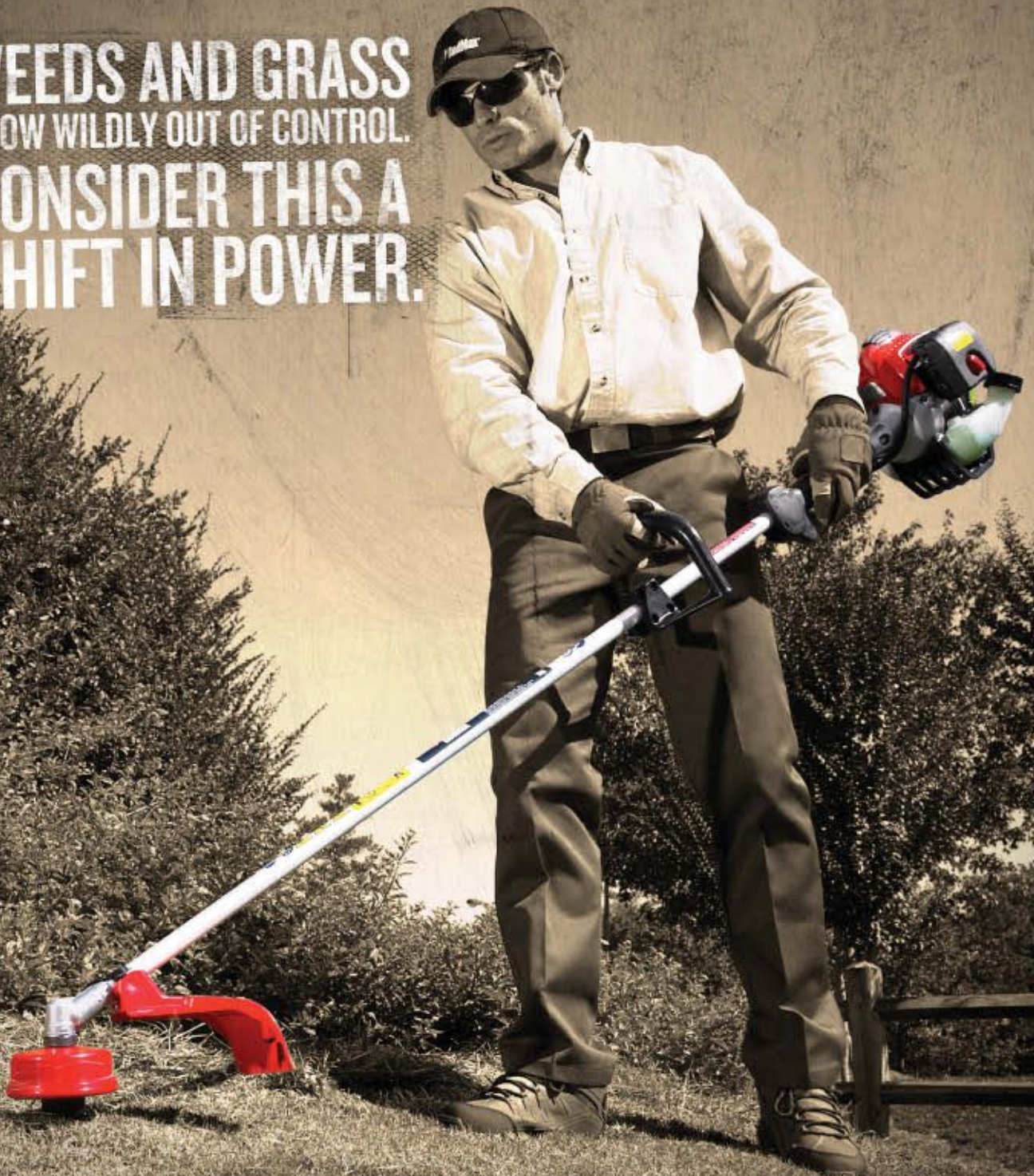
**FAMILY:** Wife, Joy, and two daughters: One in college and the other getting ready to go to college next fall.

to add value to a property. We tend not to focus on the real value of what a lawn does as a ‘green space.’ It’s time for us to move beyond pure aesthetics to creating interest, value and demand based on our contribution to ‘green.’”

“OUR GOAL IS TO WORK WITH A ‘BIG PICTURE’ APPROACH THAT HELPS TO IMPROVE THE LAWN AND SOIL.”



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# WEEDWATCH

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herbicide

## WILD VIOLET

*Viola papilionacea*

### IDENTIFICATION TIPS

- ▶ Small, pansy-like flowers feature five blue-violet, lilac or white petals.
- ▶ Heart-shaped leaves with scalloped edges are often cupped toward the petiole to form a funnel shape.
- ▶ It grows in bunches, reaching a height of 2 to 5 in.
- ▶ It's most often found in cool, shady, moist, fertile soil.

### CONTROL TIPS

- ▶ Wild violet is difficult to control because of its aggressive growth and resistance to many herbicides.
- ▶ Apply a post-emergence broadleaf herbicide as soon as violets reach the two-leaf stage of growth.
- ▶ The best control is provided by triclopyr, either alone or in two- and three-way combinations with other broadleaf herbicides.



Recommended  
Dow AgroSciences  
solution

Gallery® specialty  
herbicide

## DANDELION

*Taraxacum officinale*

### IDENTIFICATION TIPS

- ▶ Bright yellow blossoms of many petals are followed by puffball seed carriers.
- ▶ Long, hairless leaves with jagged teeth grow from low rosettes.
- ▶ Leafless, hollow stems emit a white, milky sap when broken.
- ▶ It grows all summer long in most conditions and soils, but thrives in thin turf.

### CONTROL TIPS

- ▶ When soil temperatures are below 60° F in early fall or late winter, apply a broadleaf pre-emergence herbicide.
- ▶ It's good turf maintenance to reduce thin turf to help prevent spread.

For more information regarding these and other turf weeds, and related control technologies and tips, please visit [www.DowProvest.com](http://www.DowProvest.com) or call 800/255-3726.

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### Corona Clipper

Model RS 7255 is a pruning tool designed for small to medium branches. Featuring razor teeth that are sharpened on three sides, the RS 7255 can cut twice as fast as a conventional saw. Each razor tooth is impulse-hardened for a longer service life, while the replaceable 8-in. blade's curved, taper-ground design increases cutting efficiency for a smooth, clean cut. An ergonomically designed, co-molded folding handle offers a steady, comfortable grip. [CoronaClipper.com](http://CoronaClipper.com)



### Stens

Under the Silver Streak brand name, a new line of hedge trimmer blades are available in single- and double-sided varieties in the following sizes: 24 in., 30 in. and 40 in. The blades fit Dolmar, Little Wonder, Kawasaki, Makita, Maruyama, Red Max, Robin, Shindaiwa and Subaru equipment models. [Stens.com](http://Stens.com)

### Husqvarna

The 400 series commercial-grade trimmers and heavy-duty edgers are equipped with X-Torq engines that reduce fuel consumption as much as 20% and emissions as much as 60%. Features of the 1.2-hp, 11.8-lb. 25.4-cc 426LST trimmer and 430 LS trimmer include a high torque drive system with gear reduction gear head (426LST only); solid steel drive shaft; two-ring piston design; vertically mounted, rubber sealed felt filter; 5 Oil-lite shaft bearing; and 4 bearing commercial bevel gear with external grease fitting (LST version includes 2.1:1 gear ratio for extreme high torque. LS gear ratio is 1.4:1). The 1.2-hp, 13.6-lb. 426EX edger features X-Torq engine design and the same powerhead as the 426LST trimmer. [Husqvarna.com](http://Husqvarna.com)



### Stihl

The FC 70 C-E edger, which features Easy2Start technology and a curved shaft, is powered by a low-emission, fuel-efficient engine — as much as 28% fuel savings compared to older models. Optimal balance and low vibration reduce operator fatigue and make the edger comfortable for extended use. The semi-automatic choke lever allows for a smooth start and helps prevent flooding, and the depth wheel is easy to adjust. The high-durability, forged, connecting rod allows for a longer service life. [Stihl.com](http://Stihl.com)



### Worx Yard Tools

The WorxGT trimmer/edger features a lithium-ion power pack from 18 to 24 volts. The 24V model holds 20% more power than the 18V. The auto-feed trimmer/edger weighs 5.8 lbs. and cuts a 10-in. diameter swath. It operates at a no-load speed of 8,500 rpm driving a 0.065-in.-diameter line. Its telescoping shaft conveniently adjusts to the user's height. The cutting head tilts 90 degrees to handle varied terrain and hard-to-reach areas. It even has an adjustable spacer guard to help protect flowers and ornaments. The trimmer easily converts to a wheeled walk-behind edger with a simple twist of the cutting head. It also bears the Energy Star label. [WorxYardTools.com](http://WorxYardTools.com)

**DESIGN/BUILD:  
LIGHTING**

**Vista Professional Outdoor Lighting**

The new energy-efficient 3000 series LED accent fixtures resist moisture and heat, assuring long life. Three different emitter packages are offered, matching 20-, 35- and 42-watt halogen sources — each available with different beam options: narrow spot, medium flood or wide flood. Each fixture is rated 17+ years of normal use and allows field replacement of internal components. Units are built to order in Vista's California facility in a choice of 15 finishes. *VistaPro.com*



**Orbit/Evergreen**

Model B140SH, a sleek cast brass 12V uplight features a slim telescoping shroud that can be extended from 6.5 to 8 in. (with a set screw) for precise directional lighting. The convex tempered glass lens is water-resistant. The unit is supplied with an MR16 20W lamp (accepts up to 50W), and also includes a GS-85 PVC spike and CO-3 connector. A range of finishes are available, including polished natural brass, antique brass, antique bronze, architectural bronze and aged green. *OrbitElectric.com*

**Kichler Lighting**

Kichler's Design Pro LED Wall Wash creates a low, even light spread — ideal for illuminating shrubs, plants and textured wall surfaces and silhouetting special detailing. The aluminum fixture uses 80% less electricity than comparable halogen fixtures. Plus, the LED light chips last up to 40,000 hours, or approximately 18 years, so there's no need to change bulbs. Offered in both Textured Architectural Bronze or Textured Black finishes; optional mounting accessories also are available. *LandscapeLighting.com*



*continued on page 43*



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continued from page 41

## IRRIGATION: FERTIGATION



### Turf Feeding Systems

Comprised of a water-powered pump and a solar-powered controller, the WD700 injector system is designed for use in landscapes, parks, sports fields and streetscapes — with

a range of 2 acres to more than 30 acres — that do not have access to AC power. The proportional system is controlled by water flow, with a flow sensor installed in the irrigation line. The pump capacity is determined by adjusting a metering valve. [TurfFeeding.com](http://TurfFeeding.com)



### Ace Pump Corp.

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[AcePumps.com](http://AcePumps.com)

### EZ FLO

Although fertigation has been around for more than 50 years in the agricultural and golf



course markets, EZ FLO's technology has proven to be reliable and affordable for commercial, residential, school and municipal landscape markets. EZ-FLO is adaptable to any irrigation system, and can run drip as well as spray zones with a single unit —with no nozzling or programming changes. [EZFloInjection.com](http://EZFloInjection.com)

### Marrel Corp.

The new skid-mounted water tank can be quickly attached to the truck by using the Ampliroll Hooklift System. While attached, the water tank can be used for dust mitigation, irrigation of roadside vegetation, and light fire suppression. The tank is available in 1,250-, 2,000-, 3,000- and 4,000-gal. capacities, pumping up to 325 gallons per minute. It can be equipped with 3-in. grooved nozzles, side spray nozzles, and even a water cannon. All function can be controlled from the driver's seat. [AmplirollUSA.com](http://AmplirollUSA.com)



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## BEST PRACTICES

BRUCE WILSON

The author is a partner with the Wilson-Oyler Group consultancy. Visit [www.wilson-oyler.com](http://www.wilson-oyler.com).

# Habits drive behavior

If you study employee behavior, as I have for most of my career, you cannot help but realize that much of it is habit-driven. I have been spending hours with companies helping them to improve production during this time of low prices — and the influence of habits on performance is huge.

It builds a very strong case for a focus on building the right habits in our employees. Our employees work hard, for the most part. It's not their effort that robs productivity, but their tendency not to work smart. Once an employee develops a way to do something, it quickly becomes habit. Once it becomes a habit, it takes retraining to form a new habit.

Most companies do not proactively manage this process. Often, the training is not done on the job — and afterward, it's just hoped that the training transfers to the work process. Most often, it requires an employee changing a habit. Unless you manage the process of training in a way that it becomes habit-forming, it will not stick.

For example, you get a new property. The first time the crew goes to the job, they start working — often without a plan as to how to most efficiently approach the job. They look for a place to park the truck. Chances are they will park there every time they go to the job in the future. The work will also start near the truck. This may or may not be the best place to park or start, but the habit has formed.

Another example is where I came upon a crew that was working their way through detailing a

job. They were picking up trash and pulling weeds as they progressed through the property. The problem was that they were trying to hand-pull the weeds without a weed pick or other tool to help get the root, so most were breaking off. The manager that I was with was surprised because they had made an issue of proper weed-pulling in a training session and bought weed picks for all the crews so they could do it right. It turns out the weed picks were safely stored on the truck, and their habit of hand-pulling prevailed.

### Right, from the start

The solution is to recognize that your production managers must proactively manage production. They need to keep a dual focus of on-the-job training and monitoring of workers' habits to make sure the right ones are created. Production managers often see jobsites when there is no crew present, and make punch lists of things to be done. This is necessary, but having a crew complete a punch list may do nothing to prevent those same things from showing up on the next list — or seeing that the work is done the right way.

Supervisors also can work along with their crews periodically reinforcing the right habits. This is a highly effective training method and also helps the supervisor to better evaluate the crew leader's leadership skills.

Another technique used by some companies is to have specific crews that train all new employees on the right way to do the assigned tasks. New employees work on these crews 30 to 60 days until the crew leader feels that the employee has the right habits.

If you train on the job, you can observe the employees performing the tasks on which they were trained, making sure the task is performed properly. This is the beginning, not the end. You must continue to check back and make sure the new training sticks. That way, it becomes a habit to do things the right way.

---

Unless you **manage the process** of training in a way that it becomes **habit-forming**, it will not stick.



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# PROJECT PORTFOLIO

A SCRAPBOOK OF DESIGN/BUILD OVERHAULS

*Fondue Fountain*

## THE MISSION

Enhance the client's brand identity with a clever, yet elegant hardscape installation.

When The Melting Pot opened a new location in Farmingdale, NY, Green Island Design helped create a new identity for the restaurant's owners. "The Preserve" is an 8x5-ft. fountain made of South Bay quartzite stone. It resembles an actual "melting pot," as bubbling water appears to simmer up at the top before cascading down the tapered sides.

The fountain recycles water that enters an underground, gravel-filled basin and migrates through a hidden pump before it's forced up through the center. Thermostatically controlled, water remains warm in the winter to prevent freezing. This allows for gas exchange on the surface, creating a steamy effect.

The backbone is a 4x4-ft. drywell, which was lowered into place with a backhoe on a highly trafficked roadway.

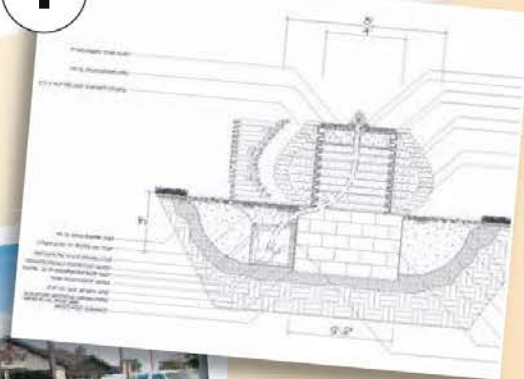
Each piece of stone was milled and mortared into place. To centralize the weight/load-bearing capacity of the outer stones, rebar was threaded in a star-shaped pattern. Landscape lighting was snaked between the drywell and stacked stone and through the drainage basin at the base, allowing the bubbling water to be illuminated directly through its center.

Construction of the piece was a challenge, notes President Jonathan Pappalardi, whose brother, Mark, is the senior landscape architect and designer.

"Because this was an original concept, we had to design and engineer the project ourselves," he says.

GID General Manager Debra Lurie notes, because of its striking look and proximity to the road, the piece is often used as a landmark by the locals — "Turn left at the big pot."

1



2



3



4



6



5



7



PHOTOS COURTESY GREEN ISLAND DESIGN

## THE WORK

**1 | THE MASTER PLAN.** A cross-sectional view of the water feature.

**2 | A STARTING POINT.** The location had changed hands about three times in the last decade, notes Lurie, and the new owners wanted something to give the newly opening franchise its own identity.

**3 | AN INVITING ATMOSPHERE.** A classic view of "The Preserve," surrounded by the beautiful landscaping — also done by Green Island Design.

**4 | DIGGING IN.** The site is excavated and the liner is draped over the entire basin. One liner was used for the entire bottom basin.

**5 | SHAPING UP.** After the drywell was lowered into place, the team began stacking South Bay quartzite around the base. Four pallets of stone were used on the project, each piece meticulously milled and mortared into place.

**6 | ROCKS FROM THE RIVER.** The team decided to use river stone instead of gravel in the basin, to complement the South Bay quartzite.

**7 | LET THERE BE LIGHT.** Landscape lighting is added to the sides, as well as to the top of the structure — all the while highlighting the intricate stonework. This created the curb appeal the restaurant was looking for during the evening dining hours.

*Green Island Design is a nationally recognized, award-winning landscape design and construction company serving Long Island as well as the Greater New York metro area. It specializes in all facets of the outdoor decorative environment, from initial conceptual design through the installation of plantings, masonry, lighting and more. This particular installation garnered a recent Environmental Improvement Grand Award from the Professional Landcare Network (PLANET). For more information, visit [GreenIslandDesign.com](http://GreenIslandDesign.com).*

# ACUTABOVE

GREEN INDUSTRY MAINTENANCE LEADERS » BY DAN JACOBS

From the time he was 14 years old, it was pretty evident that **Dean Carpenter** was going to be an entrepreneur. The teen opened a body shop in his parents' garage. He now owns and operates Houston Landscapes Unlimited (HLU), which offers a variety of services, including landscape and irrigation installation and maintenance, as well as beautification management.



## TOP TRENDS

» **Precious resources.** "Everyone has heard this quotation: 'Water is life.' In our industry, this is our No. 1 resource. Most professional landscape firms have been working on setting new goals and procedures to conserve water by installing state-of-the-art water management, weather stations, controllers, drip systems and smart sensors."

» **Going green.** "We've stepped up our use of organics in the commercial sector. Real estate developers want the green approach to their developments. The concept of being 'green' means more than just healthy turf and ornamentals; green means using safe products that help promote a natural, sustainable environment."

» **Sustainability.** "Our industry's ability to balance human needs with protecting the environment for the present and the future sustainability is not based on just using green products; it is also taking into consideration what each of us is consuming with our daily living — our footprint. Every responsible company in our industry will need to establish its own sustainability policy."

## TOP OBSTACLES

» **Knowledge workers.** "Our industry has been built on hard, backbreaking work and manual labor with the current trends. We are in desire of workers who still have a great work ethic, but also have horticulture, science, microbiology, computers, mathematical and analytical skills — as well as the ability to manage a new age work force."

» **Price vs. quality.** "We have to educate the consumer on the importance of doing the job right, with the correct amount

## INSIDE INFO

**Company:** Houston Landscapes Unlimited

**Headquarters:** Sugar Land, TX

**Year founded:** 1983

**Employees:** 150 full-time

**Annual revenue:** \$10 million (and growing)

**Web site:** [www.houstonlandscapes.com](http://www.houstonlandscapes.com)

**Keys to being a maintenance leader:**

1. "Take care of your customer, or someone else will."
2. "The customer is always right."
3. "Success is in the details."
4. "Take care of your employees so they will take care of your customers."
5. "If it is not correct, redo it."
6. "Keep learning; reinvent as needed."
7. "Always give more than the customer expects."
8. "Communication is the bridge to success."
9. "Have fun; laugh at yourself."
10. "Be creative. Remember, you are artists using the paints of nature."

of products and correct amount of man and equipment hours. Too many times, the consumer wants the best price. Brand X company may not have any intentions of providing the correct products. Type-A companies are to remain proactive and successful. You get what you pay for."

» **Changing climates.** "We are all seeing the weather changing in our markets. In Houston last year, it felt like we were in the desert heat, and we had very little rain. This year, the Northeast got record snowfall. Global warming is having an effect on our industry. We will have to plan for the worst weather conditions, but hope for the best."

## TOP OPPORTUNITIES

» **Smart water tech.** "The trend toward smarter water management is key. We hire the smartest water auditors we can find."

» **Organics for health.** "More and more customers are asking about organic programs. Smart contractors will start an organic program in their communities."

» **Sustainability for tomorrow.** "Maintaining a healthy environment is important for our neighbors and ourselves. It doesn't have to be a full-fledged program at the outset. Start off small and be a leader in your area."

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# GOT GRUBS?

DuPont Professional Products showcases Acelepryn — its knock-out punch for 10 white grub species — at its first symposium for lawn care pros.

BY **MARTY WHITFORD** EDITORIAL DIRECTOR

MIKE McDERMOTT GRINNED as he advanced to the next slide in his PowerPoint presentation. It featured a wide-angle shot of DuPont Professional Products' impressive line-up.

"It brings a tear to my eye every time I see our family photo," half-joked McDermott, global business leader for DuPont Professional Products.

"We've grown our family from zero registered products to 12, our team from two to 42, and the countries we serve from zero to 11, in eight short years," noted McDermott, with carefully measured pride for his team's accomplishments.

Actually, it is precisely that — DuPont's constant investment in innovation — that enticed McDermott's audience of about 55 lawn care

professionals to gather in the first place. OK, the meeting venue — staying three days at the Ritz-Carlton Golf Resort in Naples, Fla., during the dead of winter — didn't hurt. But according to many of the attendees of DuPont Professional Products' first lawn care symposium, their time investment was driven mostly by a desire to learn as much as they can about DuPont's great white grub killer, Acelepryn.

## Bug break-through

"At DuPont, we don't just mix together leftovers — two or three old active ingredients — and call it dinner," said Mark Coffelt, Ph.D., global development manager for DuPont Professional Products. "We innovate. We invest



**Mike McDermott**, DuPont Professional Products' soft-spoken leader, discusses the fruits of innovation with lawn care pros.

a great deal of time and money to create entirely new classes of chemistry featuring novel modes of action, new levels of performance and more sustainable environmental footprints."

Acelepryn's active ingredient, Calteryx, earned reduced risk status in turfgrass applications from the U.S. Environmental Protection Agency (EPA). Calteryx features the lowest solubility and application rate ever used for white grub control products, noted Chuck Silcox, global product development manager — turf and ornamentals, DuPont Professional Products.

"There is no signal word on the Acelepryn label, and there are no required buffer zones for applications near water," Silcox added.

DuPont's Acelepryn Lawn Care Symposium 2010 featured study after

*continued on page 52*

WEB EXTRA

Visit [www.landscapemanagement.net](http://www.landscapemanagement.net) for details on The DuPont NASCAR Experience, a weekend getaway being offered to six lucky lawn care professionals, and six of their guests. Also offered only online is rare footage of Brenda Franke, DuPont Professional Products' marketing manager, showing off her mad driving skills in a NASCAR simulator while at DuPont's recent Acelepryn lawn care symposium. A second video takes *LMTv* viewers on an airboat ride through the Florida everglades — an excursion enjoyed by symposium attendees compliments of DuPont.



**1** DuPont treated lawn care professionals to airboat rides through the Florida everglades, where wildlife has a way of sneaking up on you.

**2** A former sailor, I got a little lonely after spending time on an airboat.

**3** Many lawn care pros recalled seeing an airboat on the 1960s TV show "Gentle Ben," but few had ridden such a cool watercraft before the event.

**4** "As Good As Gator Gets": Greg Kinnear look-a-like Jay Arnsperger, president of Turf Care, acts like he runs into alligators every day in Omaha, Neb.

**5** A Strangler vine embraces a Cypress tree on our boardwalk tour.

**6** Even from hundreds of yards away, it's clear two eagles' nest is no small matter!

PHOTOS BY: MARTY WHITFORD

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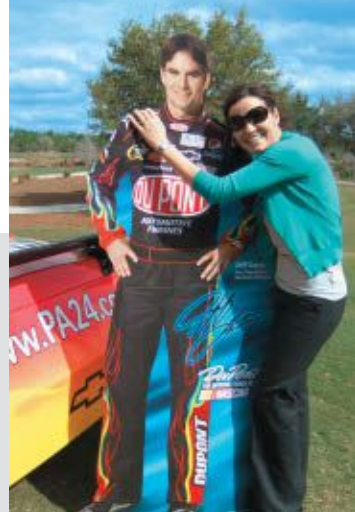


## DUPONT LAWN CARE SYMPOSIUM



Above, DuPont sales rep Ross Eckstein takes a spin in a NASCAR simulator.

Top right, Brenda Franke, DuPont Professional Products' marketing manager, gets close with NASCAR driver Jeff Gordon.



### FEEL THE NEED FOR SPEED?

Get on the fast track: DuPont Professional Products is offering six lawn care professionals, and six of their guests, a weekend getaway featuring rare access to a NASCAR race.

The DuPont NASCAR Experience includes air travel and tickets to the Kansas City Speedway Oct. 1-3, as well as the opportunity to meet, and receive an autograph from, DuPont driver Jeff Gordon (#24). Full access to DuPont's hospitality tent for food, beverages, entertainment and a chance to win more prizes, also is included.

There are two ways to win:

**1. Sweepstakes (one winner)** — This contest is open to all U.S. companies, partnerships, joint ventures or other legal entities that apply DuPont's Acelepryn in the U.S. Contact your DuPont Professional Products sales representative for an entry form. All entry forms must be received by Aug. 15, 2010. No purchase is necessary.

**2. Acelepryn Sales Challenge (five winners)** — Be one of the Top 5 purchasers of Acelepryn and earn an automatic trip for two to the DuPont NASCAR Experience. Contact your DuPont Professional Products sales representative for more information; entry details and rules will be announced soon. — *MW*



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*continued from page 50*

study — conducted by third-party researchers and lawn care pros, as well as DuPont scientists — showing Acelepryn to effectively control the 10 major white grub species as well as other turf pests such as annual bluegrass weevils, billbugs and caterpillars.

### Investing in innovation

Daniel Potter, Ph.D., professor of urban landscape entomology at the University of Kentucky, said Acelepryn is the only insecticide for both the turf and golf markets that provides season-long control of both grubs and grass-feeding caterpillars.

"Acelepryn has very low toxicity with people, birds, bees, earthworms and fish," Potter added. "We can rec-

ommend this product for its performance and also feel good about its environmental profile."

Chris Paisley, technical director for Mariani Landscapes in Chicago, tested Acelepryn at a 120-acre cemetery, and he discovered the product saved a lot of turf, time and money.

"In areas where the cemetery's board opted not to treat with Acelepryn, we had to go back and repair three-and-a-half acres of turf using 2,400 lbs. of seed, 130 bales of peat moss and 126 bags of mulch," Paisley said. "The difference between turf treated with Acelepryn and turf not is as clear as night and day."

U.K.'s Potter closed by agreeing with Coffelt regarding the necessity for ongoing innovation in lawn care technology.

"Some companies are trying to get more mileage out of their existing products by mixing them together," Potter concluded. "I'm not a big fan of these combo products. I just don't get the shotgun approach. Why apply two or three chemicals when you might only need one?" **LM**



Chris Paisley

PHOTOS BY: MARTY WHITFORD





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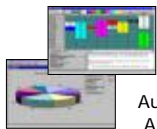


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## A season for growth

I'm your typical lawn care and landscape customer.

The weather starts to warm up even 10 degrees in Cleveland, OH, after months of bitter cold, and I get the bug — the landscape bug.

It starts out small at first — just an itch. I take a walk around my yard and assess the winter damage. I notice the mole tracks running rampant through one side of the lawn, along with the thick, matted, straw-looking patches — a result of heavy snow. I nearly reach for the rake to start breaking it up, which my lawn care service provider recommends I do before coming out to perform the first treatment of the season, but the turf still squishes under my feet so I wait.

I keep walking. The problematic ice storms we had in Ohio this year pretty badly affected one of my front yard trees — a 'Skyrocket' juniper. I tilt my head as it leans slightly left realizing I'll have to do something to get it growing strong and straight again soon. My 'Wine & Roses' weigelas are overgrown. I'm dying to get out the pruners, but the small piles of snow yet to melt remind me to be patient — not to mention the furrowed brows of my husband as he can practically see the light bulbs blaze over my head as the project ideas start to form.

I take a deep breath and check the mailbox. Nothing. Just some bills.

About a month later, my mailbox is flooded

with postcards and fliers from the local lawn care and landscape companies looking for my business. At this point, my landscape bug is in full force, my juniper is straight, my weigelas are pruned, my lawn is raked and my lawn care service provider is expected to apply the initial fertilizer and pre-emergent treatment within the week. My plans are in place. My mind is made up on a majority of my landscape needs and concerns.

Simply stated, if you put a flier in my mailbox that week, you lost my business.

Not only were you late, but your direct mail pieces were identical. You didn't tell me anything I didn't know. You didn't change my mind or convince me to add a new project to my agenda. You became — sorry to say — junk mail.

Everyday in every field, there is room for improvement. This industry is full of companies that can mow and edge turf, fertilize lawns and prune branches. And they do it well. They do it with a precision — and tools — my neighbors envy. But how many companies offer true landscape management services? Consultation beyond the typical mow-and-blow, build-and-go business? An account manager who might have driven by, noticed my leaning tree and suggested a solution, in addition to telling me how to prevent the problem next year, could have secured a client for life.

In the pages of *Landscape Management*, we bring you best practices advice from your peers on how you can take your business to the next level. With the largest and only experienced editorial team in the industry, we strive everyday to drive smarter solutions for a growing industry.

I know ... after 12 years in the industry I may be a bit more educated than your typical customer, which makes me a tougher one, no doubt. But it also makes me a great sounding board. Think you have an idea to take your business and the industry to the next level? Or a service that would tempt even the pickiest of customers? Give me a call. We'd love to share your success stories.

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An account manager who might have driven by, noticed my leaning tree **and suggested a solution** ... could have secured a client for life.

# TOP 10 REASONS

New **DUOCIDE**<sup>®</sup> Should Be Your Primary Weapon  
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10. It Works Above The Surface
9. It Works Below The Surface
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7. It's A Preventative
6. It's Two Proven Active Ingredients
5. It's One New High Tech Formulation (patent pending)
4. It Delivers Active Ingredient Where It's Needed
3. Disperses 100% Into The Target Area
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1. AT AN EXTREMELY LOW COST!



*Find out more about why you should add Duocide into your course maintenance schedule.  
Contact your distributor or your Andersons Territory Manager at 800-253-5296.*



Controls located in control levers.  
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The Comfort and Convenience™ Package:  
Only on the new ZTrak PRO 900\*

The most comfortable levers, and probably the smartest as well: built in electronic controls that raise or lower the mower deck and also disengage the mower blades. You can only find it on the new John Deere ZTrak PRO 900, the most advanced and easy-to-use commercial zero turn mower made today. Call your John Deere dealer today for a free demonstration. And ask about the Work It For a Week Satisfaction Guarantee.

\*Available on the Z930A 60" mower deck, Z950A 72" mower deck, and all Z960A, and Z970A models  
Offers valid March 2010 through 2 August 2010. Subject to approved credit on John Deere Credit Installment Plan.  
0%APR for 24 months only. Some restrictions apply, so see your dealer for complete details and other financing options.



[www.JohnDeere.com/MowPro](http://www.JohnDeere.com/MowPro)



**More bugs  
out of your turf.  
Less bucks out of your pocket.**

# Get it all with two great promotions from the number one brand of insecticides!

For years, the industry has turned to Talstar® for dependable, broad-spectrum control of over 75 pests that's also gentle on turf. Now through June 30, 2010, FMC is bringing you two opportunities to save big on the most trusted name in pest control!



## Save \$2 instantly on every bag of Talstar® EZ and Talstar® PL!

Stock up on the granular insecticide pros rely on to eliminate problematic lawn pests and wipe out dangerous fire ant colonies fast. Beginning in February, you'll receive a \$2.00 rebate per bag with every purchase of Talstar EZ granular (25 lb bag) or Talstar PL granular (25 lb bag).\* The \$2.00 per bag rebate will be provided at the time of purchase from participating FMC Distributors.



## Buy three jugs of Talstar® Professional and get the fourth jug free!

Get long-lasting, broad-spectrum control of the toughest lawn and ornamental pests, including billbugs, chinch bugs, fleas, ticks, mites and all species of lawn ants—free! Simply purchase three jugs of Talstar Professional and you'll receive the fourth jug free. Both ¾-gallon size and 1-gallon size purchases qualify.\*

**But don't wait! These valuable offers end June 30, 2010. For more information or a list of participating FMC Distributors, visit [www.fmcprosolutions.com](http://www.fmcprosolutions.com) or contact your FMC Sales Representative.**

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INSECTICIDES

\*The \$2 Instant Rebate is only available on Talstar PL and Talstar EZ purchases made between February 1, 2010 and June 30, 2010. The Buy 3, Get 1 Free is only available on Talstar Professional ¾ or 1 gallon jug purchases made between February 1, 2010 and June 30, 2010. These offers are open only to licensed applicators who are 18 years or older and who operate in the United States of America. Only purchases from an authorized and participating FMC Distributor that reports sales through Electronic Data Interchange (EDI) are eligible for these promotions. Cumulative purchases do not qualify. FMC reserves the right to change any or all features of these promotions. The \$2 Instant Rebate and the Buy 3, Get 1 Free promotion are available in all states where Talstar is registered. Program void where prohibited by law. Always read and follow label directions. FMC and Talstar are trademarks of FMC Corporation.  
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